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ABSTRACT

The Indiana University-Purdue University at Indianapolis' "Learn & Shop" program, which offers regular college credit courses in convenient shopping centers, is discussed. In addition to providing information on students, books and libraries, curriculum, and classes, consideration is given to advantages for students, retailers, and the school. Also included are comments by the media, students, teachers, and retailers. After the program was launched in 1979 with 25 course sessions at 5 shopping centers, it grew to 63 sessions in 1984 and now offers almost 4 percent of the university's total credit hours. For the 18,000 students currently served by the program, convenience is important, including ease of parking. Retailers benefit from potential sales opportunities from either the students or friends and family members who shop while the student attends class. For the university, this mode of operation represents an extension of service without yielding standards. Learn & Shop has become a model for similar programs of more than 25 institutions in 30 states. A list of 23 references is included. (SW)

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REPORT CARD

Learn & Shop

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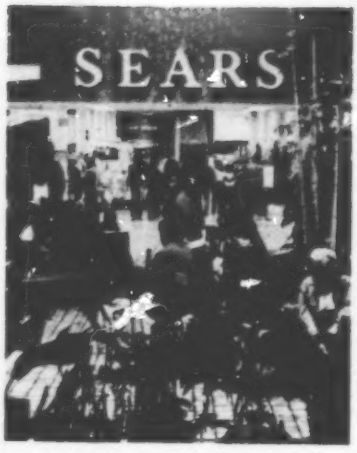
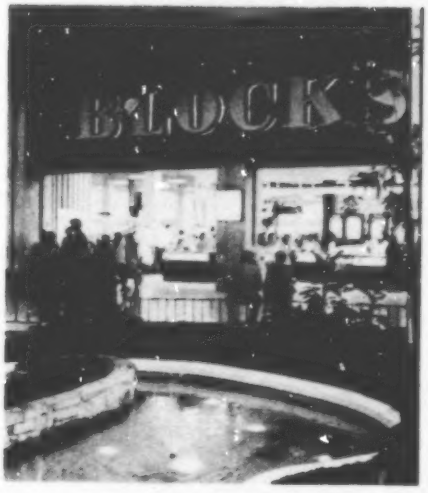
Educational Idea of the Age
Indiana University - Purdue University at Indianapolis





Learn&Shop

College Credit Program of IUPUI

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World Acclaim for a Bold Idea

NATIONAL ATTENTION. Students, and Dr. James East, were featured in 1984 on the nationally televised Hour Magazine.

OLDEST GRAD. Lois Clark, 84, received her General Studies degree, becoming the oldest person to ever receive an IU degree. She began work in 1918 at IU-Bloomington, and a re-entered school in Learn & Shop in 1981.

Learn & Shop, the innovative program of offering regular college credit courses in convenient shopping centers, has been acclaimed by educational experts, powerful voices in the media and leaders at many levels in society as the idea of the age.

The theory was a bold experiment in 1979 when Indiana University-Purdue University at Indianapolis (IUPUI) launched Learn & Shop at five Indianapolis shopping centers. In the middle of winter, that first semester counted 503 enrollees.

The idea grew rapidly. From 25 sections of courses offered that first semester to 63 sections offered in 1984, enrolling 1,500 students. In the first five years, public acceptance of the concept has marked IUPUI as a major league innovator in higher education.

This report card on Learn & Shop chronicles the serving of 18,000 students by Learn & Shop which now offers almost 4 percent of the IUPUI total credit hours.

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A Theory Born in a Snowstorm

THE IDEA GROWS. Two national conferences on Learn & Shop have drawn educators from more than 28 states and Canada.

UNIFORM INSTRUCTION. Not all students in a criminal justice course come as appropriately dressed as this police officer, but credit courses in a variety of fields are available to all.

IUPUI was searching for a convenient way to present its courses to students, in part to generate new students as enrollments dipped in the late 1970s. A fact remembered from a harsh winter of 1978 was that shopping center parking lots were among the first areas cleared of snow. Often asphalt was dry there before the campus was cleared.

People shop. Despite the season or elements, they get out to obtain the necessities of life. So it seemed logical that education is at least as important as new shoes. It surely needs to rank right behind milk and bread as a vital need.

Shopping center managers were approached and it was found that major stores generally have training rooms used occasionally for staff purposes. They are idle at other times. The department store managers quickly saw the wisdom of Learn & Shop and surprised IUPUI planners by donating their space. This is cooperation you can't buy.

So the idea took firm root. Courses were organized. Faculty cooperated marvelously. Budgets were found. The bookstore and library developed plans. Promotion was readied. And Learn & Shop was born. The public quickly responded and the first semester was successful beyond the hopes of planners.

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Learn & Shop Today

Student Profile. The typical student is white, female, age 22 or older, married, does not have a college degree, and most likely would not attend class if she had to go to the main campus of IUPUI.
The figures in detail: White—88%; Non-degree-87%; Age 22 or older—77%, Female—73%; Married—52%.

Books and Libraries. The University bookstores secured cooperation with commercial book sellers in the shopping centers to stock and sell the required texts for students. Books designated for reserve by instructors are placed in branch libraries of the Indianapolis-Marion County Library system.

AGE NO BARRIER. Lucinda Scotton absorbs the instructor's wisdom in an English grammar review course.

Curriculum. The heart of Learn & Shop is the right course, taught at the right time and at the right place. Courses satisfy two associate degree programs at IUPUI: General Studies and Associates of Arts. However numerous other courses are offered which fulfill general education requirements for degrees in Art, Business, Education, Liberal Arts, Science, Engineering and Technology, Nursing, Social Work and other schools. These are the same courses offered on campus.

PROUD RETAILERS. While students get the "credit", enthusiastic store managers receive recognition also for cooperation in making Learn & Shop a success.

Classes. Seating capacity is limited to 25-50 spaces. Classes are held five or six days a week, each meeting once a week throughout the semester for 2-1/2 hours for a three-credit course. Classes are scheduled late mornings, 10:15-12:55, or early evening, 6-8:40, in rooms where the stores lend the facilities. In some instances, a room is

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donated exclusively to Learn & Shop and classes and can be scheduled from 9:20 a.m. to 8:40 p.m. Introductory lecture courses in 32 disciplines have been offered, including Anthropology, Art, Astronomy, Biology, Chemistry, Communication and Theater, Criminal Justice, Economics, English, Folklore, French, Future Studies, Geography, Geology, German, History, Japanese, Mathematics, Music, Philosophy, Political Science, Psychology, Religious Studies, Industrial Engineering Technology, Journalism, Sociology, Public and Environmental Affairs, Russian, Social Work, Supervision, Women's Studies.

HERE'S YOUR HOMEWORK. A consumer chemistry course, taught by Dr. Patricia Boaz, features a take-home kit to conduct a chemical experiment in the home.

The Advantages for Students

Convenience is the greatest benefit for Learn & Shop students. The married woman with children can get the kids off to school, attend class and be home to fix lunch if necessary. Or she can go to class in the late afternoon and leave her husband to take care of the children. Often husband and wife can attend class together—the same one or fulfill separate interests—in the evening. It can end with a short shopping excursion or maybe a sundae.

The students take regular credit classes from regular IUPUI faculty members just the same as if they were on campus. Quality standards are maintained and the credit earned applies to an educational goal. One survey showed 93 percent of the students are thinking about working on or completing a degree, only 7 percent enrolled for enrichment only.

There are no parking problems, and no parking permits to purchase since the shopping malls provide this convenience free.

The Advantages for Retailers

EDUCATION IS IN FASHION. Two instructors on their way to teach a class in J.C. Penney's go through the same aisles that students traverse. Maybe time to shop later.

In a word, it's sales. At least the prospect of sales.Students come to class in a happy mood, anticipating personal development. First developing their minds, then perhaps purchases for necessities or filling wants.

A store that provides 10 time modules for classes during a week generates at least 250 students a week. In 16 weeks, the normal time frame for a class, that's 4,000 potential classroom-generated sales opportunities.

The intangibles are that the students become familiar with the store layout. They are made conscious of sales promotions. It is not unusual for one student to bring along a friend of family member who may shop while the class is in session. "Meet you after class" has a new meaning in Learn & Shop.

One survey of IUPUI Learn & Shop students showed that 61 percent shopped at the store where the class was located and 40 percent said that their shopping patterns changed during course attendance. More than 77 percent of the survey respondents said they had a positive attitude of the department store and 71 percent reported spending more than $50 monthly at the store or shopping center where the Learn & Shop class was located.

CONCENTRATION. A mother concentrates on her English grammar review lecture while her 6-year-old daughter works quietly alongside. In how many ways do you think the daughter benefits by Learn & Shop?

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The Advantage for the University

This is an example of the extension of service while not yielding standards. It also has proved one theory of the planners: that Learn & Shop could be a feeder to on-campus classes. One survey showed that of those who initially enrolled in Learn & Shop classes, 87 percent enrolled subsequently in courses on campus. Only 13 percent continued to enroll exclusively in Learn & Shop classes.

It expresses an idea which may become more important for the survival of many educational institutions which are struggling for students in the 18-22 age bracket. The future clearly is providing education for older students, men and women over age 22.

"If universities are to support the concept of the 'Learning Society' and all that it means, then we must find more efficient, natural links with the adult community... Learn & Shop, the partnership of higher education and the retail sales community, is a step in that direction," observes Dean James R. East, originator of the program.

EXAM TIME. Just like an on-campus course, there comes a time for exams. This psychology student ponders the same as if in a traditional atmosphere.

STORE SUPPORT. Glendale Shopping Center is typical of all five area shopping malls in using its own resources to promote Learn & Shop.

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Views of Learn & Shop

CLOSE SCRUTINY. Canadian educator Stewart Hall, Humber College, Rexdale, Ontario, spent three days studying Learn & Shop, typical of numerous visitors from several states who want similar programs at their colleges.

By the Media

"Learn & Shop is a public magnet which brings higher education to many who might never take advantage of it any other way."
—Broadcast Commentator, 1979

"Learn & Shop is the kind of innovative college program every college and university should be exploring."
—Christian Science Monitor, 1979

"Consumers buy higher education when the product is merchandised with convenience. The success of Learn & Shop—a program which takes the ivory tower to shopping centers—illustrates the acceptance of one of academia's alternatives."
—Indianapolis Star, 1981

"What seems like a good idea is a big hit in Indianapolis. Why not ask a neighborhood college or university to start a Learn & Shop program in your local shopping mall? They might just buy it."
—Gary Collins, Hour Magazine, 1984

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By the Students

The following are responses volunteered by students on various surveys made during the first five years of Learn & Shop:

"I might not have tried going back to school if Learn & Shop hadn't been available."

"At this point in my life, it is the only way I can attend class financially and time-wise."

"Gives me an opportunity to see whether I might be capable of pursuing a degree/career at this stage of my life."

"I could not have taken the course at campus because of distance in the winter. Learn & Shop is so convenient, and it saves gasoline."

"The course offered me an outlet from routine—from the 'soaps' and mindless shopping. It was even better than afternoon bridge—something real was at stake. . . My generation had placed a college degree on a pedestal—having one proved that the person was smart and productive. . . I was scared to death during that first class meeting, but I never would have been in class if I had to drive downtown. For then I would have had to confess my larger fears—I would have been a student at 52."

By the Educators

"Learn & Shop will undoubtedly continue to appeal to shoppers who know a bargain when they see one—a chance to refurbish the neglected corners of their minds while doing the weekly shopping."

—American Education, 1979

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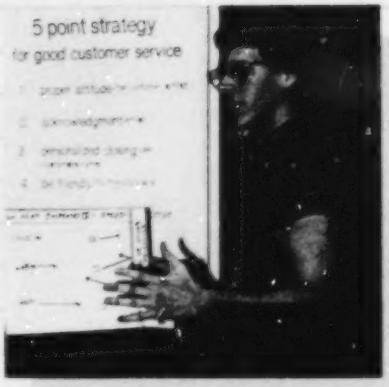
VERBAL AGREEMENT. Many adult characteristics blend in Learn & Shop classes. C.E. Webster, age 70, and Barbara Sebree share knowledge enrichment in a vocabulary acquisition course.



CHEMISTRY CLASS. A youthful student presents his forum on chemical reactions while signs remind students this is a training room for store personnel. But education is paramount, no matter what its purpose.

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EVERYONE PARTICIPATES. Even a store model shows Learn & Shop is worth talking about.

HAPPY BIRTHDAY LEARN & SHOP. On its fifth birthday in 1983, Learn & Shop was wished many more birthdays by area store managers and IUPUI officials. Periodic luncheons with cooperating retailers create profitable fellowships.

"Institutions have become ingenious in carrying instruction to students: Indiana University-Purdue University at Indianapolis offers a 'Learn & Shop' series of courses utilizing department store meeting rooms in suburban shopping centers."

—Clark Kerr, Three Thousand Futures: the Next Twenty Years for Higher Education, 1980

By the Professors

"I experience better rapport with Learn & Shop classes than with classes on campus of comparable size—despite the three hours length of my Learn & Shop class in consumer chemistry... The spirit of the Learn & Shop student is good when the course begins ... class morale quickly reaches and remains at a high level ... largely because students become well-acquainted, especially during the break period. They frequently continue classroom discussion over coffee, contributing relevant comments from personal experiences. I am always invited to participate in these exchanges which provide additional instruction in a less formal setting and strengthen student-student and faculty-student relationships."

—Dr. Patricia Boaz, associate professor of chemistry, associate dean, School of Science.

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MODEL LEARN & SHOP. From China a delegation came to look at adult education in the USA. They met in a training room in a department store.

WELL-NAMED CLASSROOM. By whatever term, learning takes place in these rooms in five suburban shopping centers.

"Learn & Shop serves a clientele which chooses this experience, in most instances, purposefully. Consequently, the instructor is free to assume that students are interested in a high level of achievement. All of the instructor's skills, competence and energies can thus be directed toward challenging the student to the highest levels of achievement of which he or she is capable."

—Dr. Joseph T. Taylor, professor emeritus of sociology, former dean, School of Liberal Arts

"The students are usually mature, humble, dedicated, hard-working, excited about learning, and most appreciative of a teacher's efforts. They are worthy of the best an instructor can bring to them. . . I have taught on the English staffs of Butler, Drake, Indiana and Wisconsin universities. The Learn & Shop students have been among the best I have had anywhere."

—Louise Dauner, professor emeritus of English and former assistant chairperson, English department.

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By the Retailers

Do students really shop more at the store or the mall where they take Learn & Shop classes? The answer is "yes".

"The fact that we bring people into our stores—potential customers, potential sales—is a concept that we were very excited about at the very beginning. The people who are coming to classes are shoppers. They do their one-stop shopping by coming to class and shop. And there also will be people who work and take class at night who use our restaurant for dinner because it's much easier and convenient. So it's customers and sales that really have us excited about the program."

—Don Bauder, Indianapolis Lazarus Stores

"We have quite a few employees who take Learn & Shop classes. We employ housewives and others who are scheduled for four or five hour shifts. Several of them come to work, then go to class, or vice versa. Learn & Shop is a big plus."

—Thomas Yeo, L.S. Ayers stores

"Use of employee training rooms by the Learn & Shop program when not being used by the Sears organization makes it doubly profitable for Sears and the University while benefiting students"

—Grant McBroom, Sears stores of Indianapolis

YOUNG AND OLD. A grandson brings his 82-year-old grandmother to register in a music appreciation course in Learn & Shop.

LEARNING MORE. A review of world-wide publicity about Learn & Shop and a discussion with the founder and director, Dr. James East, were featured in a Learn & Shop workshop in 1980.

MAKING COURSES GO. An audio laboratory is assembled for a Learn & Shop class in listening by William Taylor, assistant to the director.

More About Learn & Shop

Learn & Shop has become a model for similar programs of more than 25 institutions in 30 states. Two national workshops have been held at IUPUI. Tours of classes and inside tips have been given to more than a score of institutions.

If you would like to know more, contact:

Dr. James R. East, Dean
IUPUI Learn & Shop
425 Agnes St.
Indianapolis, IN 46202

Or go to your library and read articles from the following selected list of published accounts:

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"Learn & Shop: Marketing Higher Education Through Convenience and Accessibility", Phi Delta Kappan, May 1980

"Teaching Geology on Weekends and at Shopping Centers", Journal of Geological Education, Vol. 29, 1981

"Communication Education in Nontraditional Settings," Communication Education, July 1980

"Learn & Shop: An Innovation in College Credit Programming," Alternative Higher Education, Vol. 5, Summer 1981

"Learn & Shop: An Application of Exchange Theory to Expand the Student Audience," Teaching Sociology, Vol. 9, No. 1, October 1981

"Teaching Spanish on Weekends and in Shopping Centers," Association of Department of Foreign Languages Bulletin, Vol. 13, No. 3, March 1982

"Learn & Shop: Teaching Chemistry in Shopping Centers," Journal of College Science Teaching, Vol. 13, December 1983-January 1984

"Learn & Shop Comes to Indianapolis," Wall Street Journal, p .1, January 16, 1979

"Learn & Shop Swamped With Students," Indianapolis Star, January 25, 1979

"An Idea and A Half," Indianapolis News, January 9, 1979

"Learn & Shop," Christian Science Monitor editorial, February 6, 1979

"Classes Taught in Shopping Malls," Arizona Republic, March 18, 1979

"Alert Shoppers Get Bargain Education," Los Angeles Valley News, March 20, 1979

"Smart Shoppers," American Education, May 1979

"Chains Lend Hand, Classrooms to 1st Learn & Shop Program," Chain Store Age Executive, May 1979

"Learning Your Way," Working Woman, June 1979

"Classes in the Mall," McCall's, July 1979

"Now You Can Shop for Education," Chicago Sun-Times, April 2, 1981

"College Campus Spreads to U.S. Shopping Malls," Citizen, Ottawa, Canada, April 4, 1981

"Down with Walls, Up With Malls," Currents, Journal of the Council for the Advancement and Support of Education (CASE), December 1980

"Learn & Shop," Woman's Day/ Woman's World, Australian women's magazine, October 1981

"Learn & Shop and Weekend College," The Forum for Liberal Education, April 1982

"Indianapolis Women Learn and Shop," Shopping Center World, May 1984

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